SYNOPSIS OF THE RESEARCH TOPIC

"MARKETING STRATEGIES OF SOCIAL ENTERPRISES: A STUDY WITH REFERENCE TO SELECT SOCIAL ENTERPRISES"

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MARKETING STRATEGIES OF SOCIAL ENTERPRISES: A STUDY WITH REFERENCE TO SELECT SOCIAL ENTERPRISES

1.1 Abstract:

Market or perish happens to be the buzzword in the contemporary world that is reorganized as a global village based on the market-guided rules of the game. Even within this new order, we find new variants of enterprises emerging due to the limitations of the system in being inclusive of the economically weak, socially marginalized, and environmentally unsustainable. The newly emerging hybrid enterprises are caught in a strange situation of achieving the twin objectives of being economically viable and socially productive, on which their very survival depends. Bringing together important stakeholders to strike a deal is a challenging task for any social enterprise. The present study ventured into this area, "Marketing Strategies of Social Enterprises: A Study with Reference to Select Social Enterprises".

This study aims to understand the marketing strategies of different social enterprises. As it is well known, to survive and expand, companies must successfully advertise their goods and services to beneficiaries. To learn more about the marketing strategies used by social entrepreneurs, this study is making an effort to draw insights from a variety of fields. While this study contributes to our understanding of the application of marketing concepts in social businesses, social entrepreneurship is projected or regarded as having much in common with corporate management and entrepreneurship. Social enterprises are developed to implement market-based solutions to address social issues. In order to increase the acceptance of social enterprises and their creative solutions, this study investigates the issues associated with the marketing strategies of social enterprises. The study attempts to explain how a social enterprise employs innovative ideas in marketing strategically to ensure sustainability. The results of the study reflect upon the current state of marketing, the positive factors in it, its shortcomings, and, based on the findings, suggestions are made.

Keywords: social entrepreneurship; marketing; entrepreneurship; strategy-beneficiaries.

1.2. INTRODUCTION:

People feel unique when they have connections. Connections are human-to-human experiences rather than only business dealings. They strike a chord emotionally as well as logically. Connections establish connections of trust, and trust opens doors and offers you the chance to work closely with a buyer over the long term and repeatedly be the buyer's preferred seller. Connections make buyers desire to advocate for a seller's cause internally in order to gain the necessary support within the buyer organization. Connections shield sellers from rivals who offer the buyer something new, different, or less expensive. So, connecting buyers and sellers to complete the process of exchange is a challenging task in any business enterprise. More so in a social enterprise, where the mission of business is not only profit but also the creation of social value. Profit, though not a priority in a social enterprise, is essential to fuelling the purpose of creating social value. This is the reason why a social enterprise also has to devise and design strategies to market its products. Therefore, it is necessary to trace the trajectory through which the idea of marketing has travelled over the years. The traditional interests of the business with regard to product development, production methods, business organization, management, and competitive strategy have to be taken into consideration alongside the macroeconomic and social aspects of mass consumption. To understand the vital role and relevance of marketing and distribution systems within modern economies and societies, the practical solutions they offer to business problems have to be captured in a proper context, with the consumer at the centre of all such inquiries. Complexities in the behaviour of a consumer continue to surround economics and management, as identified by Schumpeter and Keynes (1954). It is said that perceived consumer behaviour is too heterogeneous to be easily explained. Accordingly, the consumption function alone cannot account for the consumer's willingness to adopt new spending habits. It cannot fully consider the consumer's evaluation of value over price and the attraction of quality and prestige over quantity. It cannot, furthermore, explain complex consumption decisions between the increasing numbers of substitute goods that drove inter-firm competition and brought structural and industrial change to national economies. Companies did not accept cultural attitudes or lifestyle inertia but had to "educate" consumers on the advantages and significance of manufactured soap, packaged foods, or electric appliances, which covertly states that people's consumption patterns can be influenced or cultivated.

1.3. STATEMENT OF THE PROBLEM:

India, being the seventh largest country in the world with a population of 1.40 billion (world bank report, 2021) comprises of more than one seventh of the world's population. A number of massive challenges are affecting India's momentum towards development. The countries below poverty line (BPL) population lacks access to basic services in terms of energy, healthcare, education, water and sanitation. Most government and non-government organizations are finding out ways to resolve the social problems like, for example National Rural Livelihood Mission, Swarnajanyanti Gram Swarozgar Yojana (SGSY), National Rural Health Mission Sarva Siksha Abhiyan (SSA), Mid-Day Meal (MDM) Scheme,Survey of Villages and Mapping with Improvised Technology in Village Areas, Pradhan Mantri Kisan Urja Suraksha Evam Utthaan Mahabhiyan and Mahatma Gandhi National Rural Employment Guarantee Act. When the institutions meant for the purpose are not able to serve a large segment of the society, social enterprises have emerged for the rescue of the marginalised groups. These enterprises are trying to provide innovative solutions to these problems, but at the same time they face competition from mainly profit-oriented companies or organizations. The profit-oriented organization undertake huge number of marketing activities to meet people's wants, but are not adopting any marketing activities for what people need. Value creation and delivery are central points in marketing (Gundlach & Wilkie, 2010, p. 90). Marketing is generally directed to bring some socially desirable behavioural change in the target segment. Despite the wide-ranging applicability of marketing concepts, marketing as a discipline has generally been focused on for-profit firms and for the generation of profits (Kotler & Levy, 1969). Increasingly, marketing is in the way to changing its focus on imbibing values into business models, and driving organizations to think about their role in society in more than just profits (Kotler, Kartajaya, & Setiawan, 2010). Boyer et al. (2008) in their research also found that lack of marketing skills in social entrepreneurs rendered the enterprise with little knowledge about buyers and consequently lack of knowledge about marketing was cited as one of the difficult aspects of initiating their enterprises.

Moreover, the act of creating as well as maintaining the beneficiary relationships is essential for the success of marketing strategies and for the sustainability of social enterprises. Consequently,

many practitioners and managers remain unaware about the potential of marketing in organising or augmenting the social transformation movements.

As we know any product can't sell itself if you want to sell it, we need to undertake marketing activities. In the present scenario, whether its for-profit or not-for-profit organisations, marketing strategies are vital for the success and survival of the enterprises. The present study, **"MARKETING STRATEGIES OF SOCIAL ENTERPRISES: A STUDY WITH REFERENCE TO SELECT SOCIAL ENTERPRISES,"** is an effort to understand the role of marketing strategies in the success of the social enterprises.

1.4. OBJECTIVES OF STUDY

- To know the innovative marketing strategies used by social enterprises.
- To study the application of marketing tactics in the promotion of the social enterprise.
- To study the role of marketing strategies in the empowerment of social enterprise
- To investigate the impact of 4Ps of marketing mix on the social enterprises.
- To analyses the importance of marketing strategies in the growth of social enterprises.
- To suggest suitable measures for the further development in the marketing strategies of social enterprises.

1.5.THE RESEARCH QUESTIONS:

The above research objectives can be met by answering the following questions:

RQ1: What types of competitions are social enterprises facing from a multinational corporation and a transnational corporation?

RQ2: What are all the marketing components that are necessary for the social enterprise?

RQ3: Why are marketing strategies important for the growth of social enterprises?

RQ4: How were commercial and social marketing strategies deployed in social enterprises to reach their economic, social, and environmental missions?

RQ5: What are all the marketing activities undertaken by social enterprises?

RQ6: Which new marketing strategy was developed and utilized to solve the social problem?

RQ7: To what extent social enterprises are using innovative marketing strategies?

1.6. RESEARCH HYPOTHESES:

H_1- Marketing strategy plays an important role in social enterprises.

To prove this hypothesis, sub-hypotheses are considered as-

H_{11}- Product strategy plays an important role in social enterprise.

H_{12}- Price strategy plays an important role in social enterprise.

H_{13}- Place strategy plays an important role in social enterprise.

H_{14}- Promotion strategy plays an important role in social enterprise.

H_{15}- Brand strategy plays an important role in social enterprise.

H_{16}- Competition strategy plays an important role in social enterprise.

H_{17}- Social Marketing Strategy plays an important role in social enterprise.

H_2-There is a significant impact of marketing strategies on the growth of social enterprises.

H_3- There is an impact of product awareness, product loyalty, product association, perceived quality, product identity, and product image on product buying behavior.

H_4- There is a relationship between product buying behavior and product satisfaction.

H 5- There is a relationship between product buying behavior and product loyalty.

H_6- There is a relation between product satisfaction and product loyalty.

1.7. RESEARCH METHODOLOGY:

1.7.1 Research Design:

The study was conducted by the researcher and was primarily based on a descriptive research design. Additionally, the researcher conducts the study using a brief causal research design while keeping in mind the statement of the problem.

1.7.2 Collection of Data:

The current study combines primary and secondary data. Major portions of the work are based on original data, though. When it comes to secondary data, it has been compiled from a variety of sources, including published materials like official government publications, journals, books, and websites. Additionally, the researcher collected primary data using a standardized, transparent questionnaire from social enterprises and their beneficiaries. The majority of the responses have been received by mail, while there have been a few instances of face-to-face conversations. The selection criteria include the need for the organization to be a social enterprise and the requirement that selected social entrepreneurs engage in marketing activities.

1.7.3 Sample Frame:

The Ashoka Foundation, British Council Report, and India Social Enterprise Landscape Report (ADB 2012) list out the following sectors of social enterprises in India**:**

- Economic development/livelihood sector
- Environment conservation
- Social welfare and human development
- Art and cultural preservation
- Health
- Agriculture
- Education
- Children and Youth
- Water and sanitation
- Energy sectors

1.7.4 Criteria for selection:

- Organizations should be social enterprises.

- Selected social enterprises should undertake marketing activities.
- Selected enterprises should be successful in their respective fields.

➢ **Social enterprise perspective:**

According to Intelleccap India's Landscape Report (2014) and the NESTA Report (2016), Karnataka is one of the states with a large number of successful social enterprises, and most of them are based in Bangalore. Social enterprises were identified from the websites, Villgro Foundation, Social Alpha Foundation, and research papers.

- Social enterprises were identified on the websites.
- 22 enterprises were approached, and 13 were taken for this study.

➢ **Beneficiaries' perspective:**

- To validate the success of the marketing strategy, a beneficiary's study was conducted.
- A total of 2,51,600 beneficiaries from 13 different enterprises have been identified.
- Based on the proportionate random sampling technique, a sample size of 1054 beneficiaries were decided.

1.7.5 Sample Size:

To determine the sample size of the beneficiaries, the formula given by Yamane, Taro (1967) statistics: An introductory analysis, ,2nd edition New York: Haraper and row. Stratified proportionate random sampling technique was used in this study. Sample size was determined as follows

Sample size is based on Following formula= N/(1+N(e)2

Allowable error e = 4%

So, the requested sample size is=624

Since the sample size from some enterprises was very small, it was decided to fix a minimum sample of 30.

Table 1.1 -Sample size

Sl. no	**Name of the enterprise**	**Location (target group)**	**Total,** N=2,51,600	**Proposed sample** n =624	**Final sample**
1	SELCO India Pvt Ltd	Mangalore, Udupi, Manipal,putture& Kundapura(Marginalised)	30000	75	174
2	Shri Dharmasthala Siri Gramodyoga Samsthe	Dakshina Kannada (Rural Women)	32000	77	170
3	Kadike Trust	Udupi trust	8000	20	30
4	Desi Trust	Banglore (across the karnataka	35000	87	150
5	Freedom Foundation	Banglore	8000	20	30
6	Rural Shores Business services Pvt ltd	Bangalore (Rural Youth)	15000	37	30
7	The Coorg Foundation-Swastha,	Madikeri (differently abled people)	40000	100	160
8	Mythri Sarva Seva Samithi,	Bangalore	7500	19	30
9	Lotus Vacation	Madikeri (Coorg)	7300	18	30
10	Dream A Dream,	Bangalore	11000	27	30
11	Kinara Capital,	Bangalore	7800	20	30
12	Narayana Hrudhayalaya	Bangalore	10000	25	30
13	Fabindia	Mangalore	40000	100	160
Total			**2,51,600**	**624**	**1054**

1.7.6 Sample Study

- **Sampling Technique**:

Table 1.2 Sampling Technique

Sample Frame	**Technique**
Social enterprises	Simple Random Sampling
Beneficiaries	Simple Random Sampling

1.7.7 Tools & Techniques of Data Analysis:

- Interview guide
- Two sets of questionnaires
    - Social Entrepreneurs/Key informants
    - Beneficiaries

1.7.8 Research Tools and Software Package used

Various statistical tools have been used for analyzing the collected data. Statistical software and packages such as IBM SPSS 23 and AMOS 21 have been used by the researcher for this study.

The statistical techniques used in this study for analyzing the data are as follows:

- Reliability test and validity
- Frequency analysis
- Descriptive analysis
- Chi-Square test/Fisher s exact test
- Correlation analysis
- Multiple Regression Analysis

- Structural Equation Modeling (SEM)- Path Model

1.8. SCOPE AND LIMITATIONS:

1.8.1 Scope of the Study:

There is an increasing interest among researchers and academics worldwide in studying the topic of social entrepreneurship.

- In all regions, there is an urgent need for social enterprise to develop solutions to new problems.
- The present study attempts to enter the field of social enterprise and discover the marketing strategy of social enterprise.
- The study helps to improve the present academic understanding of the phenomenon of marketing strategy in social entrepreneurship as developed and practiced in certain select organisations.
- Social entrepreneurs, with their innovative marketing strategies to solve the problems of individuals and societies, are effective partners who can usher in a new way of solving social problems.
- This study was conducted in the Karnataka region.
- Time period of study: this study was conducted from 2018 to 2022.

1.8.2 LIMITATIONS OF THE STUDY:

The present research faces the following limitations:

- Conceptual clarity and the choice of social enterprises because these businesses need a legal structure.
- The respondents' responses to some of the questions may have been biased.
- The respondents were members of a marginalized population with low literacy levels, it was extremely difficult to clarify the questions and get their answers.

- The study used proportionate random sampling, and the analysis was based on the respondents' responses, which were taken as truthful.

1.9. CHAPTERIZATION:

The Chapters of the thesis are arranged in the following manner:

Chapter 1- Introduction- Statement of The Problem- Objectives of The Study- Research Questions- Research Hypothesis-Research Methodology- Scope and Limitations.

Chapter 2: Review of Literature.

Chapter 3: Origin and Growth of Social Entrepreneurship.

Chapter 4: Marketing Strategies of Social Enterprises.

Chapter 5 –Data Analysis and Interpretation.

Chapter 6: Findings, Suggestions, and Conclusion.

CHAPTER- 2

Review Of Literature

Social enterprises are embedded in a complex structure that marginalizes those whose bargaining power is relatively weak. (Lijjath, Desi, Selco, SKDRDP) However, such enterprises have to mediate through the existing structure to carve a niche for themselves to bring about social change. Embeddedness might reflect both an enabling and a constraining condition at the same time. Totally, 120 pieces of social enterprise-related literature were collected and reviewed from various sources. Out of those 31 pieces of literature related to entrepreneurship, 85 were related to social entrepreneurship, and 4 were related to marketing strategies for social entrepreneurship.

Research Gap in the study of Social Entrepreneurship

Initiatives that seem to be defying the obstacles that prevent businesses from providing services to the poor are being identified as "social entrepreneurship". Social entrepreneurship is a rich field that employs novel types of resources and combines them in innovative ways for the discovery of inspired models of value creation. The process of value creation has major relevance in entrepreneurship (Alvarez and Barney, 2007).[1] The emergence of social entrepreneurship has attracted considerable interest from researchers and scientists in management and entrepreneurship (Austin et al., 2006; Certo and Miller, 2008)[2]

Social entrepreneurs have been able to challenge conventional thinking by innovating new successful models that are not only serving many of the world's social needs but are also economically sustainable..[3] The new breed of inspired entrepreneurs has discovered untrodden new paths and novel solutions, basing their designs on local needs rather than on the centralized

[1] Austin, J., Stevenson, H., and Wie-Skillern, J. (2003). Social entrepreneurship and commercial entrepreneurship: Same, different, or both? Working paper series no. 04-029. Harvard Business School

[2] Austin, J., Stevenson, H., and Wie-Skillern, J. (2003). Social entrepreneurship and commercial entrepreneurship: Same, different, or both? Working paper series no. 04-029. Harvard Business School.

[3] Alvord, S. H., Brown, L. D., and Letts, C. W. (2004). Social entrepreneurship and societal transformation. Journal of Applied Behavioural Science, 40(3).

assumptions of large institutions.[4] The phenomenon of social entrepreneurship has thus become a matter of increasing importance for academia, funding organizations, NGOs, and corporations to understand in order to replicate and scale some of the new successful models..[5]

Socially entrepreneurial organizations are guided and directed by social goals, which are achieved with the support of market activities. The area of functioning for these organizations is located within the third sector, a term that gained currency after it emerged in the 20th century. The concept of third Sector has a contextual meaning too. The European concept of the social economy and the US concept of non-profit organizations are parallel developments that created slightly different organizations in the Third Sector. Social entrepreneurship is one of those initiatives within the third sector. Social entrepreneurial values are defined by an integration of economic and social rationality and high ethical capital.[6]

While the environmental conditions within India have been favorable for the emergence of the social enterprise sector and its growing movement, with increasing focus on the need to marry business approaches with sustainability and address pressing social problems, the emergence of social enterprises is likely to be an unavoidable development. Investigations in India reveal greater opportunities for market-based approaches that claim to be profitable or financially self-sustaining.[7] On the one hand, the market characteristics of social entrepreneurship are the key to transforming many of the current development ideologies. Social entrepreneurship, as a market-based approach, is able to appeal directly to those who have been most resistant to change. The concept of social entrepreneurship can provide "non-economist social scientists with a credible means of persuading economists of the significance of social factors in development" (Chambers,

[4] Boschee, J. (1998). What does it take to be a Social Entrepreneur? National Centre for Social Entrepreneurs. Minneapolis, HN.

[5] Anupindi R, Sivakumar S (2006b). ITC‟s e-Choupal: a platform strategy for rural transformation. In: Barton, Gustavo, Quelch, Rangan, editors. Business approaches for helping the world‟s poor: solutions that create social and economic value. Jossey-Bass Publishers

[6] Developing the Field of Social Entrepreneurship (2008). Centre for the Advancement of Social Entrepreneurship (CASE), Duke University

[7] , 27 October 2010. http://beyondprofit.com/is-indiareally-a-hotbed-for-social-enterprise retrieved on 8th June 2023

2004: 18)[8], through a business approach. It is easy to understand that only a tiny fraction of market-based initiatives reaches people commensurate with the scale of the problems they aim to address. An extensive literature review on social entrepreneurship suggests that most social enterprises face major problems in terms of access to finance, gaining and retaining talent, sustaining the market, and the like. The concept that has become a buzz word in many parts of the world has not grown in the same way in India.[9]

Thus, literature analysis does not offer enough insight into the marketing strategies used by social entrepreneurs. The importance of social enterprises is discussed in literature, and the outcomes of marketing efforts are behind. In this area, very few literary works have been produced. The researcher's numerous studies have mostly focused on different social enterprises around the world and their operations. The study of Indian social enterprises mostly concentrates on the activities, but it completely ignores the application of marketing tactics. The study of social entrepreneurship places a strong emphasis on social entrepreneurship models and their objectives for social companies, which mainly deal with the sustainability issues that social firms face, creative solutions to current social issues, and their value to society. The marketing tactics employed by social entrepreneurs in India have not been studied. It is in this context the proposed research study designing a suitable marketing strategy for social enterprise is proposed.

[8] Chambers, Robert (2004). Ideas for development reflecting forward. Institute of Development Studies. Brighton

[9] Clinton, Lindsay (2010). "Is India Really a Hotbed for Social Enterprise?" Beyond Profit, 27 October 2010. http://beyondprofit.com/is-indiareally-a-hotbed-for-social-enterprise/ Accessed – June 2014.

3. Origin and Growth of Social Entrepreneurship Introduction

Social entrepreneurship combines the two important domains 'social' and 'entrepreneurship' which are generally in contradictory mode in their functioning. Exploring effective and sustainable solutions to social problems requires entrepreneurial skills. As many of the studies indicate, the social economy and the nonprofit sector provide the necessary elements for the identification of the social dimension in social enterprises (Defourny & Borgaza 2001)[10]. The concept of social economy aims to serve the community rather than generate profit, but it also speaks about the limited distribution of profits to its members, especially in the case of cooperatives. However, the non-profit sector, as the purpose itself implies, stresses the impossibility of the distribution of surplus to its members or investors. Social enterprises combine the two approaches, wherein they generate surplus and further reinvest it for a social purpose. Thus, the combination of the words social and entrepreneurship breaks down the boundaries that lie between business and the non-profit sector and further explores new approaches to solve social problems (Dees & Anderson, 2006)[11]. Therefore, it is necessary to further clarify the important dimensions of these enterprises and how the conflicting concerns of economic viability (the economic dimension) and social good (the social dimension) converge to address the issues of integration and inclusion of the weak and the poor.

3.1 Social Dimension:

The term 'social' in social entrepreneurship refers to a process of innovating models that provide goods and services to meet the basic human needs that are not satisfied by mainstream social and economic institutions. The term extends to what can be called 'creating a social value' beyond the mere provision of goods and services. Social value creation may be in attaining social justice, social inclusion, and creating social innovations that will result in social and environmental

[10] Defourny, J.; Nyssens, M. Conceptions of Social Enterprise and Social Entrepreneurship in Europe and the United States: Convergences and Divergences. J. Soc. Entrep. 2010, 1, 32–53

[11] Dees, J.G.; Anderson, B.B. Framing a theory of social entrepreneurship: Building on two schools of practice and thought. In Research on Social Entrepreneurship: Understanding and Contributing to an Emerging Field; Arnova Occasional Paper Series; Mosher-Williams, R., Ed.; The Aspen Institute: Washington, DC, USA, 2006; Volume 1, pp. 39–66

sustainability[12]. Any enterprise driven by social goals that has an aspiration to benefit society in some way and contributes to the welfare of a given community reflects the social dimension of an enterprise (Peredo et al., 2005)[13].

Social concept as expressed by some of the important studies (Leadbeater)[14]

1. The social output that promotes health, welfare, and well-being.
2. Relationships, networks, trusts, and cooperation are their core assets, which give them access to physical and financial capital.
3. It is more a part of civil society.
4. Community entrepreneurs that regenerate the locality, estate, or neighborhood.

Accordingly, Defourny (2001) gives five indicators that describe the social dimension:

1. An explicit aim to benefit the community.
2. An initiative launched by a group of citizens.
3. A decisional power not based on capital ownership.
4. A participatory nature, including all the activity's stakeholders.
5. Limited profit distribution.

In the context of social action, social entrepreneurship is seen as catalytic leadership in areas of social concern with the purpose of bringing about change, both in terms of the social issue and the public policy related to the social issue (Cornwall J., 1998). This is possible by constructing innovative models for the livelihood of the marginalized. The social domain of social entrepreneurship focuses on building structures that catalyze social transformation. Nicholls & Cho (2011) identified three main building blocks for social entrepreneurship: sociality, innovation, and market orientation. The first main block, termed associality, aims at the creation of public

[12] Irawan, A., S. Suryanto, and M. Mashud. 2019. "The Dimensions of Social Entrepreneurship." Journal of Economics Business and Political Researches 4 (8): 91–100. doi:10.25204/iktisad. 516571.

[13] Anna Maria Peredo and Murudith Mclean, (2005) "Social Entrepreneurship: A Critical Review of the Concept" Journal of World Business 41(1) pp 56-65, also see Anna Maria Peredo (2008) "Social Entrepreneurship" World Encyclopaedia of Entrepreneurship.

[14] Leadbeater, C. The Rise of the Social Entrepreneur; Demos (No. 25): London, UK, 1997.

goods and positive externalities to create social and/or environmental impact rather than financial returns. Social value proposition (SVP) is at the center of such enterprises, and human and financial resources are mobilized to achieve such value (Austin et al., 2006). Social enterprises aim at social mission (Dees, 1998), social value creation, social value proposition (Austin et al., 2006), and creating social change (Seelos & Mair, 2000; Mair & Marti, 2006), and social entrepreneurs are termed change agents (Ashoka, 2006). Thus, the social dimension focuses on the well-being of a community or society at large through the collaboration of its stakeholders, who are involved in the process of the incubation and sustainability of social enterprises. But the social value created most of the time is immeasurable because it is qualitative in nature. Although some social impact studies are conducted using methods suggested for social impact measurement.

Marketing strategy

The social entrepreneurship has been motivated by the reality that conventional for-profit organizations are unable to address social challenges endemic to society.[15] The next part of this chapter presents the significance of the marketing strategy adopted by social enterprises. Any such marketing strategy requires an in-depth understanding of where marketing and social entrepreneurship interact, indicating what is driving social entrepreneurship. Based on the knowledge shared by various writers in the disciplines of entrepreneurship and marketing, it is clear that strategies for social enterprises have to be developed.[16]

Marketing not only creates economic value for a social enterprise but also must create social value. Research related to social entrepreneurs to examine how a marketing strategy creates social value shows that the majority of them addressed a social problem in a marketing strategy to benefit producers and society. The contributions of the study validate a holistic set of propositions for

[15] Chinmoy Bandyopadhyay & Subhasis Ray (2019) "Responsible Marketing: Can Social Enterprises Show the Way?", Journal of Nonprofit & Public Sector Marketing, 31:2, 164-183, DOI: 10.1080/10495142.2018.1526738.

[16] Abdul Ghafar, Malini Nair, Shahira Elalfy & Roberta Fenech (2023) "The Pursuit of Gaining Legitimacy through Marketing Strategy: A Case of Social Enterprises in UAE", Journal of Social Entrepreneurship, DOI: 10.1080/19420676.2023.2205865.

social enterprise marketing with social value generation.[17] Marketing in social enterprise has different issues and challenges when compared to marketing practices adopted by conventional business organizations. There are studies that help us understand the tensions that marketing practitioners in social enterprises experience and how these tensions impact the development and implementation of marketing plans.[18] Social enterprises are forced to address the varied expectations of the stakeholders in a resource-constrained situation, which creates problems for them. Some of the studies in this regard highlight the fact that a lack of marketing skills is one of the factors that limit the impact of marketing practices in social enterprises. To address these issues, many social entrepreneurs survive through cost-effective marketing techniques.[19] Some of the studies indicate that social entrepreneurs should develop their marketing capabilities selectively according to their specific performance objectives.[20]

[17] Sorawadee Srivetbodee, Barbara Igel & Suthisak Kraisornsuthasinee (2017) "Creating Social Value Through Social Enterprise Marketing: Case Studies from Thailand's Food-Focused Social Entrepreneurs", Journal of Social Entrepreneurship, 8:2, 201-224, DOI: 10.1080/19420676.2017.1371630.

[18] Mitchell, A., Madill, J. and Chreim, S. (2016), "Social enterprise dualities: implications for social marketing", *Journal of Social Marketing*, Vol. 6 No. 2, pp. 169-192. https://doi.org/10.1108/JSOCM-06-2015-0043

[19] Bandyopadhyay, C. and Ray, S. (2020), "Social Enterprise Marketing: Review Of Literature And Future Research Agenda", *Marketing Intelligence & Planning*, Vol. 38 No. 1, pp. 121-135. https://doi.org/10.1108/MIP-02-2019-0079.

[20] Liu, G., Eng, T., & Takeda, S. (2015). "An Investigation of Marketing Capabilities and Social Enterprise Performance in the UK and Japan". *Entrepreneurship Theory and Practice*, *39*(2), 267–298. https://doi.org/10.1111/etap.12041.

Chapter 4 – Marketing Strategies in Social Enterprises – Select Case Studies.

Located in the southern part of India. Karnataka is a state of diverse cultures and languages. The economic and social scenario within the State, in many ways, reflects the situation prevalent in India. Karnataka has a surface area of 1,91,791 sq. km. That constitutes 5.83 percent of the total geographical area, and the population of 6,10,95,297 accounts for 5.05 percent of the country's population in 2011. Karnataka is, in terms of population, the ninth-largest state among India's 28 major states and 8 union territories. For the case study, the researcher has selected 13 different organizations and their beneficiaries. The different organizations are Kadike Trust, Sri Dharmasthala Siri Gramodyoga Samsthe, Selco Solar Light Pvt. Ltd., Desi Trust, Rural Shores, Freedom Foundation, Mythri Sarva Seva Samithi, Lotus Vacation, Dream A Dream, Kinara Capital, Narayana Hrudhayalaya, Fabindia, and Swastha Centre for Special Education and Rehabilitation.

CHAPTER 5

ANALYSIS AND INTERPRETATION OF DATA

In a competitive business world, sustaining and growing any enterprise is a challenging task. More so for a social enterprise, as its business objective and purpose are different from a purely commercial enterprise. A social enterprise that is committed to a cause quite distinct and different from that of a business enterprise should design and devise its marketing strategy through a proper mix of product, price, place, and promotion. This is the reason why a questionnaire was designed to collect relevant information related to the above four areas. The data collected would help us understand the way in which enterprises have used four important factors to promote their products in order to achieve their business objectives. On the other hand, it is very important for this study to ensure that the marketing strategy of an enterprise has succeeded in influencing the customer to make a decision to buy the products offered by a social enterprise from among other competing products in the market. Towards this end, data from the customers is also collected through a structured questionnaire. Thus, the data collected through two sets of questionnaires from enterprises and customers is analyzed and interpreted in this chapter.

By using closed-ended questions, the survey method was used to get the data from 13 social enterprises. The main purpose of the questionnaire was to extract information about social marketing strategies adopted and how such strategies helped them sustain and expand the market. This chapter therefore focuses on how the marketing tactics were assessed and validated using the mean, standard deviation, and t-test. The t test aids in determining the test's t value and mean difference.

5.16 To Assess the Role of Marketing Strategies and the Enhancement of the Performance of Social Entrepreneurship

In the above section, we have seen that there is a significant individual co-relation (univariable analysis) between various marketing strategies and the enhancement of the performance of social enterprises. In this section, efforts are made to evaluate the impact of various marketing strategies on the enhancement of the performance of social enterprises using multivariant backward regression analysis, taking strategies such as product, price, place, promotion, competition, and brand as independent variables and the enhancement of the performance of social enterprises as

dependent variables. The hypothesis H_2 that there is a significant impact of marketing strategies on the growth of social enterprises will be tested.

Table 5.36: To Assess the Role of Marketing Strategies and the Enhancement of the Performance of Social Entrepreneurship

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	p
		B	Std. Error	Beta		
1	(Constant)	1.503	1.385		1.085	.284
	Product strategy played a very important role in attracting the beneficiaries.	-.066	.175	-.073	-.375	.709
	The price strategy played a very important role in attracting the beneficiaries.	-.031	.432	-.012	-.071	.944
	Place strategy played a very important role in attracting the beneficiaries.	.096	.185	.086	.522	.604
	Promotional strategies played a very important role in attracting the beneficiaries.	.268	.161	.287	1.663	.103
	Your organisations are doing a good job compared to competitors.	.095	.146	.099	.647	.521
	Your organisations are gaining popularity after naming the brand.	.221	.213	.194	1.035	.306
6	(Constant)	2.349	.519		4.530	.000
	Promotional strategies played a very important role in attracting the beneficiary.	.370	.121	.397	3.061	.004
Dependent Variable: Enhancement of performance						

Table 5.37. Model Summary

Model	R	R Square	Adjusted R Square	p
1	.463	.214	.110	.006
6	.397	.158	.141	.004

Backward regression analysis showed that among all the marketing strategies, product strategy, price strategy, place strategy, and competitive strategy had a significant impact on the enhancement of the performance of social entrepreneurship. Among the significant strategies,

promotion strategy has the most significant impact (β=0.397 p=0.004). These significant strategies have a 14% impact on the success of social enterprise, so the hypothesis H_2 accepted.

The above data was given by different social enterprises according to their perceptions. The information given by the respondent on their marketing activity is not complete. When we analyse the data, we understand that a marketing strategy is necessary for social enterprises' survival in this global world. All the respondent organisations have been undertaking marketing-related activities. So, we understand that the above information says that all the marketing strategies adopted by responding social enterprises for attracting beneficiaries must be measurable. So now let us discuss the impact of those marketing strategies on beneficiaries. Here, beneficiaries mean beneficiaries of social enterprises. So, the information given by beneficiaries leads to the impact of those marketing strategies adopted by respondent social enterprises.

5.17 Analysis of Beneficiary's Response Towards Marketing Strategies Adopted by Social Enterprise:

Introduction:

A person or business that acquires the goods or services of another corporation is known as a beneficiary. Benefits are crucial because they generate income; without them, firms would cease to exist. The beneficiary's response to my question served as the basis for this section of the data analysis. I have interviewed beneficiaries of 13 different organisations that we selected for the case study. You can learn more about beneficiaries' satisfaction levels by reading their feedback. The degree to which customers are satisfied with your goods, services, and dealings with your company It's a crucial measure since it enables you to solve problems with beneficiaries, stop churn, and develop a base of loyal beneficiaries. Therefore, customer feedback helps you enhance your product by letting you know what needs to be updated or improved and which aspects are most valued by various types of beneficiaries. Additionally, it aids in the early detection of any difficulties, so you may address them before they worsen. Businesses need customer feedback from customers to understand what customers think of their brand, offering, or service. Businesses can respond to market changes and their customers' expectations and demands more quickly, flexibly, and effectively if they are successful in identifying what their beneficiaries find vital. Thus, the beneficiary's response to my question served as the basis for this section of the data

analysis. I have interviewed beneficiaries of 13 different organisations that we selected for the case study. So, this study included 1054 social enterprise beneficiaries in total.

5.21 Corelation Between Product Awareness, Perceived Quality, Product Association, Product Identity, Buying Behaviour, Buyer Satisfaction and Product Loyalty:

In the previous sections, elaborate discussions and interpretations were made on domains such as product awareness, perceived quality, product association, product identity, buying behaviour, buyer satisfaction, and product loyalty. In this section, an attempt is made to examine the relationship between the above-mentioned parameters using structural equation modelling using AMOS and path analysis. As a part of hypothesis testing, we tested the following hypothesis:

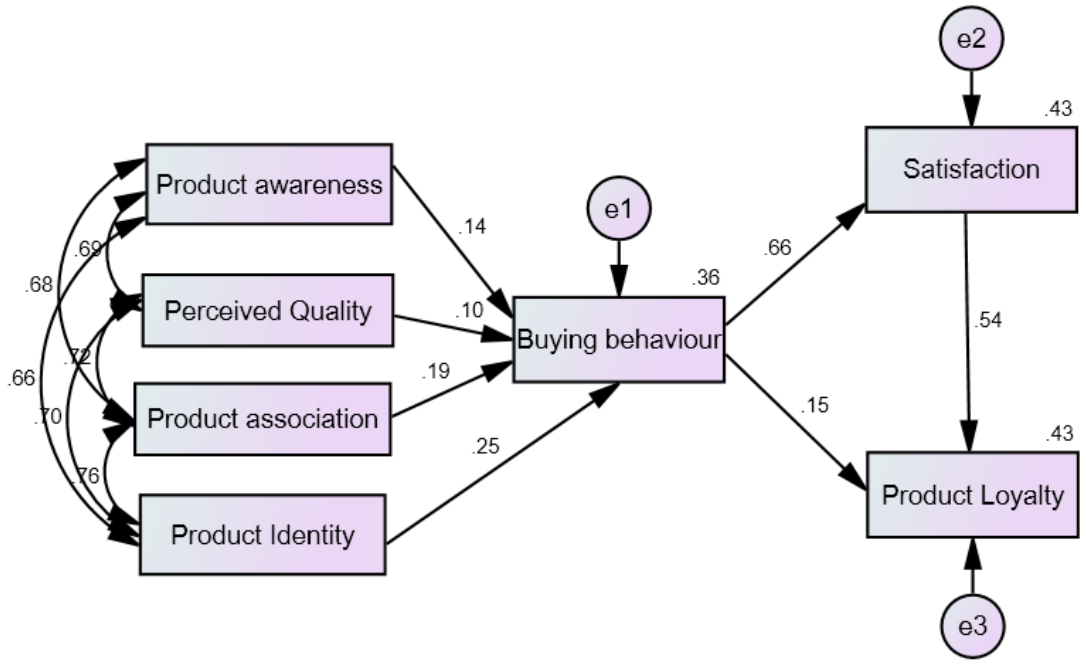
H_3- **There is an impact of product awareness, product loyalty, product association, perceived quality, product identity, and product image on product buying behaviour**.

H_4- **There is a relationship between product buying behaviour and product satisfaction.**

H_{5-} **There is a relationship between product buying behaviour and product loyalty.**

H_6-**there is a relation between product satisfaction and product loyalty.**

So, analysis is given below.



5.22 Path Analysis Showing Interrelationships Between Variables Such as Product Awareness, Perceived Quality Product Association, Product Identity and Buying Behaviour

Table 5.52-Standardized Regression Weights:

			Estimate	**P values**	
Buying Behaviour	<---	Product Awareness	.145	0.000	Highly Significant
Buying Behaviour	<---	Product Quality	.095	0.017	Significant
Buying Behaviour	<---	Product Awareness	.189	0.000	Highly Significant
Buying Behaviour	<---	Product Identity	.247	0.000	Highly Significant
Satisfaction	<---	Buying Behaviour	.658	0.000	Highly Significant
Product Loyalty	<---	Buying Behaviour	.153	0.000	Highly Significant

Product Loyalty	<---	Satisfaction	.541	0.000	Highly Significant

Table 5.51- Measurement Model Fitness

Measure	**Threshold**	**Current Study**
Chi-square/df (cmin/df)	<3good;<5sometimes permissible	2.731
CFI	>.95grat;>.90traditional;>.80 sometimes permissible	0.996
GFI	> .95	0.992
AGFI	>.80	0.965
RMSEA	<.05 good;.05-.10 moderate; >.10 bad	0.040

The result of PATH analysis shows that model had good fit statistics including $X^2/df=2.731$, RMSEA of0.040 and CFI of 0.996. The recommended values are provided in the bracket based on the guidelines of Hu and Bentler (1999) and Browne and Cudeck (1992) (RMSEA<08. RMR<.05, GFI>.90.CFI>.90).

Above Path analysis showed that there is a significant impact of product dimensions: product identity (β=0.25, P=0.000) product association (β=0.19, P=0.000) perceived quality (β=0.10, P=0.000) product awareness (β=0.14, P=0.000) on buying behaviors. So, the hypothesis **H_3- There is an impact of product awareness, product loyalty, product association, perceived quality, product identity, and product image on product buying behaviour** is accepted.

Among the various product dimension product identity has showed more impact on buying behaviours followed by product association, product awareness and lastly perceived quality. Analysis also showed that buying behaviour has significant impact on satisfaction with β=0.66, P=0.000. So, the hypothesis **H_4- There is a relationship between product buying behaviour and product satisfaction is accepted. And also, it is observed that buying behaviour was significant relation with product loyalty** (β=0.15, P=0.000) **So**, the hypothesis **H_5- There is a relationship between product buying behaviour and product loyalty is accepted.**

Path analysis also showed that there is a significant relation between satisfaction and product loyalty with β=0.54, P=0.000. So, the hypothesis **H_6-there is a relation between product satisfaction and product loyalty is accepted.**

Buying behaviour and satisfaction is significantly related (β=0.66, P=0.000), buying behaviour and product loyalty is significantly related (β=0.15, P=0.000) also satisfaction and product loyalty also significantly related (β=0.54, P=0.000) with this relationship we can informed that satisfaction is mediating between buying behaviour and product loyalty.

Table 5.55- Summary of Tested Value:

SL. No	***Types of hypotheses***	**Tested value**		**Outcomes**
1	*H_1- Marketing strategy plays an important role in social enterprises.*			
		t	**p**	
2	*H_{11}- Product strategy plays an important role in social enterprise*	6.062	0.000	**Accepted**
3	*H_{12}- Price strategy plays an important role in social enterprise*	8.832	0.000	**Accepted**
4	*H_{13}- Place strategy plays an important role in social enterprise*	5.196	0.000	**Accepted**
5	*$H1_4$- Promotion strategy plays an important role in social enterprise*	5.500	0.000	**Accepted**
6	*H_{15}- Brand strategy plays an important role in social enterprise*	5.200	0.000	**Accepted**
7	*H_{16}- Competition strategy plays an important role in social enterprise*	5.196	0.000	**Accepted**
8	*H_{17}- Social Marketing Strategy plays an important role in social enterprise*	3.320	0.000	**Accepted**

SL. No	*Types of hypotheses*	Tested value		Outcomes
		Adjusted R Square	Std. Error of the Estimate	
9	H_2-***There is a significant impact of marketing strategies on the growth of social enterprises*.**	.640	.000	**Accepted**

SL. No	*Types of hypotheses*	Tested value		Outcomes
		β	P	
10.	*H_3- There is an impact of product awareness, product loyalty, product association, perceived quality, product identity, and product image on product buying behaviour*	0.54	0.000.	**Accepted**
11.	*H_4- There is a relationship between product buying behaviour and product satisfaction.*	0.66	0.000.	**Accepted**
12.	*H_5- There is a relationship between product buying behaviour and product loyalty.*	0.15	0.000.	**Accepted**
13.	*H_6- There is a relation between product satisfaction and product loyalty.*	0.54	0.000.	**Accepted**

CHAPTER 6 – FINDINGS, SUGGESTIONS, AND CONCLUSION

6.1FINDINGS:

In the last chapter, analysis and interpretations was done. All the primary data that collected from social enterprises and their beneficiaries. This last section includes findings, suggestions, and conclusions. Statements in the findings section are based on the data analysis; suggestions on the basis of findings and conclusions serve as an answer to the whole study. There is a need for ideas for further improvement, and suggestions for additional thinking about social enterprise. These suggestions should be based on these findings during the time of data analysis. Social enterprise must be thorough and should consider all our suggestions for implementation. An effort has been made to summarise the findings of the current study in this paper. The data is examined based on two key characteristics: social enterprises and their beneficiaries.

The Findings of The Studies are as Follows:

. Product-Based Findings

- The 61.5% of social enterprises provide services to society.
- Social enterprises provide 53.8% of shopping products, 30.8% of convenience products, and 15.4% of specialty products with social services.
- Social enterprises design product based on their own ideas, customer feedback, and market research.
- When social enterprises create a new product, the 53.8% of beneficiaries anticipate free or discounted offers.
- All the social enterprises are changing their products in accordance with beneficiaries' expectations.
- A large percentage of social enterprises, i.e.,69.2% of social firms, received favorable feedback on their offerings.
- Social enterprises products claim that they are clear and consistently carry out their promises.

2. Price-Based findings:

- Sales growth is the main pricing objective of social enterprises.
- Social enterprises give a high premium on return on investment, growing market share, long-term profitability, and increasing sales.
- In order to turn a profit, the social enterprises employ cost plus price, competitive pricing, average cost, marginal cost, and administrative price approaches.
- The 53.3% of social enterprises factor costs into their price structures.
- At the growth stage, mainstream social enterprises choose their pricing policies.
- Physiological pricing policies are followed by the 53.8% of social enterprises.
- The 30.8% of social enterprises disagree and are neutral about customer price sensitivity.
- The 69.2%of social enterprises agree that their marketing investment has produced a positive return.
- The 69.2% of social enterprises rarely give discounts to their beneficiaries.
- Having a pricing strategy is important for attracting the beneficiaries, as has been proven.

3. Place-Based findings:

- Beneficiaries are discovered by organizations through social media, the workplace, and recontact.
- Social enterprises use competitive analysis, advertising, social media use, and community trust building to identify beneficiaries.
- Beneficiaries can buy products from social companies online, through consumers, and on social media.
- Geographic, demographic, psychographic, and behavioral segmentation are the main areas of attention for social enterprises.
- 92.11% of the social enterprises employ direct distribution as a strategy.
- 53.8% of the social enterprises agree that there are other opportunities that exist in the market, and they are once to take advantage of those.
- 69.2% of the social enterprises agree that they need a sales force to represent and sell their products.
- It has been established that place matters greatly in marketing strategy.

4. Promotion-Based findings

- The 69.2% of the organization agrees that the market offers additional prospects.
- The 77% of the social enterprise messages are averagely vibrant.
- The 69.2% of the social enterprises are still in the growth stage.
- New product introductions, customer growth, and increased beneficiary use are all objectives of social enterprises.
- Public relations are a key component of the promotion strategy of social enterprises.
- Samples, coupons, money refund offers, and demonstrations are used by social enterprises as sales promotion strategies.
- Social enterprises advertise on TV, in newspapers, in magazines and journals, on the radio, and on social media.
- Product quality, pricing, prestige, and goodwill are key elements in social enterprise advertising.
- The 38.5% of social enterprises occasionally make offerings to particular market segments.
- • It has been shown that promotion is important to a successful marketing plan.

5. Competitive-Based findings:

- The main competitive advantages are quality and affordability, with location coming in second.
- Both domestic and international companies compete with social enterprises.
- Direct and indirect competition is present for the majority of social enterprises.
- Technology, intellectual property, and cheaper costs are competitive advantages for social enterprises.
- The furthermost crucial concept is to set themselves apart from competitors in order to prevail by giving beneficiaries a world-class experience and becoming experts in space.
- The social entrepreneurs that responded to the survey are assured of their performance in comparison to competitors.
- Competition plays an important role in marketing strategy, as has been proven.

6.Brand-Based findings

- 38.5% of social enterprises have recognizable brand names.
- 69.2% of social enterprises choose their brand name during the growth stage.
- 38.5% of social enterprises claim that their brand names are influenced by distinctive and easy-to-pronounce elements.
- By naming their brand, social enterprises benefit more.
- Social enterprises become more well-known after identifying their brands.
- It has been established that branding is significant to marketing strategy.

7.Social Marketing-Based findings

- Social entrepreneurship requires social marketing techniques to address societal, survival, interpersonal, and self-actualization needs.
- 61.5% of social enterprises concurred that social entrepreneurship requires social marketing tactics.

Other Major Findings

- The competition strategies, place strategy, pricing strategy, brand strategy, product strategy, and promotional strategy are enhancing the performance of social enterprises.
- The most popular commodities and services include consumer goods, electronics, services, transportation, apparel and cosmetics, telecommunications, and agricultural products.
- Respondents are aware of product dimensions such as product loyalty (high), product quality (high), product association (high), and product identity (high).
- The social enterprise product has received favourable feedback from every respondent.
- Overall product dimensions of social enterprises, such as product awareness, perceived quality, product association, and product identity, have an impact on the buying behavior of the beneficiaries. Among these, product identity was found to have a greater impact on buying behavior compared to other product dimensions. Buying behavior has shown a

relationship with behavioral intentions such as satisfaction and product loyalty. Further social enterprise marketing analysis showed that the direct influence of buying behavior on product loyalty is less than the indirect effect through satisfaction. In other words, satisfaction with products mediates the relationship between behind-the-scenes behavior and product loyalty.

6.2 MAIN SUGGESTIONS

The following suggestions are important for social enterprise to continue improving. The following suggestions, which are based on the outcomes of a field study, will benefit social enterprise going forward. Because one lives in a global era, neither one's lifestyle nor the marketing practices are traditional. There is a need to design contemporary marketing techniques because they are constantly changing. So, this research would offer some suggestions, for how ethical firms might leverage cutting-edge marketing channels. The thriving invention of the twenty-first century is social media. So social entrepreneurs will undoubtedly succeed in reaching their target audiences if they attempt to inform them via social media. The study's suggestions are listed in this section. The goal is to provide suggestions for how the results of this study might be used in academia to advance this field of study.

1. **Concentrate on social media marketing.**

Today's social media users want to know more about social enterprises than simply what is on the organization's website, so they search in Google, Bing, Instagram, and Facebook. So, this time, social enterprises message and story are real and clear at every level. On the other side, today social media is one of the platforms for marketing; it has never been simpler to promote and publicize organizations or items online. It can be challenging to choose which marketing tactics, platforms, and technologies are appropriate for an organization's intended goal due to the overwhelming number of options available in the market.

Exploring of organization brands on social media has the power to succeed or fail. Social media relies heavily on marketing and interaction. So finding the appropriate balance between these two areas is essential if one wants to see any actual results. Organizations must therefore develop distinctive marketing strategies that will enable them to engage their beneficiaries on a personal level. The fact that no money is needed up front to start using social media to advertise your business is one of the main advantages.

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2. Several strategies for expanding social media:

Today, many large organizations employ a variety of marketing approaches and strategies that have been shown to be successful in bringing in new clients and keeping existing ones. While there are a number of tested marketing techniques one can use to increase your social media presence, you should always tailor your approach to the market and competitive niche in which one operates. Following are the tips for social enterprises to use social media:

3.Keep your internet identity and promotion consistent.

The best method to develop a solid marketing plan that advances social media initiatives is to stay focused, clear, and original. It's critical for one to establish a marketing plan that distinguishes one's organization or business from the competition in light of the intense competition that exists in global commerce markets and a variety of industries. The social influence that marketing plan allows one to have on society will play a significant role in determining the success of one's organization.

Online marketing campaigns that are consistent with the organization's brand and marketing plan can help one get far. Make sure that organization's visual brand is constant, as are your tone and voice. It matters how one communicates with beneficiaries along the journey. On all social media platforms, people should be able to identify organization right away.

4.Focus on mastering one social networking platform:

Social enterprises must use their resources wisely and strategically if they want to compete online with bigger businesses. Social media is a fantastic way to stand out and attract attention, but if one tries to master too many channels at once, it will undoubtedly go overlooked. Here are some social media platforms that should receive the most of other attention:

a) Instagram

Instagram marketing is particularly effective for social enterprises with a strong aesthetic appeal on Instagram. Sustainable apparel and fashion companies thrive in this market because consumers adore both the products' origin stories and the clothes themselves. Make sure your brand plan is

crystal clear and posted every day. In order to generate interest, one can also host giveaways of your products, have special events, and use Instagram stories.

b) Facebook:

For many businesses looking to share their content and start attracting new clients, having a Facebook business page is fantastic. Social enterprises should have a strategy in place for how they will find the proper supporters if they decide to use Facebook as their main platform. A specialized Facebook group that provides a lot of value to your benefits may be an excellent approach for smaller social impact businesses to develop followers.

c) Twitter

Twitter has the potential to be a potent social media tool for connecting and communicating. Twitter users today use this platform to stay up-to-date on news, trending topics, and special event notifications from the businesses they love. Twitter may also be a crucial tool for live events, allowing attendees to share their photos, updates, and check-ins with others. To maximize engagement and get followers, make sure you use hashtags appropriately and update your Twitter account frequently enough. Another wonderful way to connect with people in your business for podcast interviews is through Twitter.

d) Snapchat

Snapchat has proven to be a fascinating platform to reach a lot of people, even though it might not be one of the first channels you think of for business operations. Snapchat might be a means for you to reach that younger population if you have a young, trendy business. If your material fits Snapchat's fast-paced, aesthetically beautiful format, you might want to give this a try. Snapchat advertising is currently rather affordable.

5. Identify the audience clearly.

Identifying target demographic beneficiaries and their interests is the first and most crucial stage in developing a digital marketing campaign. Social enterprises need to call, Skype, or Zoom to address the beneficiaries. Organizations must address while conducting demographic and psychographic analysis on their intended beneficiaries. This will allow social enterprises to create a digital marketing strategy that directly targets their beneficiaries. Social enterprises should find beneficiaries visiting places, lifestyle habits, and interests. Social enterprises should deliver customized content that truly adds value by understanding their objectives.

6.Use content marketing.

Content marketing is the most effective strategy to attract beneficiaries. Beneficiaries will get their first impression on the basis of brand- or business-based information. Digital marketing content will help an organization maintain meaningful connections with beneficiaries. So good content gives better support to achieve the desired goals.

7. Make video marketing investments.

This is best if you are skilled in writing, filmmaking, and photography. The different content types work well on different platforms. For instance, long-form YouTube videos, medium pieces, and Instagram photographs are all excellent platforms for content. Today, social media sites are now able to offer nearly any kind of content; this is a minor issue. When promoting your various products or services on social media, hashtags are an entertaining and simple way to give your business an identity. Don't pass up simple chances to advance your brand as a social entrepreneur since the way you engage with your audience is crucial.

8.Blog

A blog is a fantastic strategy for increasing organic traffic and can provide a fantastic return on investment. Today's consumers research products online. Before making a purchase, they will read your articles and engage with 3–5 pieces of content from your business. Having a blog can help build credibility and subject-matter expertise.

9.Email marketing:

One of the best methods for making money from internet activities is email marketing. Make a valuable download or "free gift" that is of immeasurable worth to your business. Encourage visitors to register on your website or use email to advertise your free offer. Create a series of automated emails that promote an upsell or product offer. There are various email marketing platforms available; be careful to pick the best one for your budget and stage of business.

So, above are the main focused areas of marketing today because they have a high influence on beneficiaries. The following suggestions are mandatory for all social enterprises: increase their popularity and products.

Other Suggestions:

1. Social enterprises may concentrate on innovative products. Because of the wide choice and rationality of beneficiaries.
2. 53.8% of beneficiaries expect a discount offer, so enterprises try to give more discount offers to their beneficiaries.
3. Social enterprises take suggestions from beneficiaries more seriously than other platforms when developing a new product. Because beneficiaries are the king of modern marketing.
4. Social enterprises may modify products often according to the expectations of beneficiaries and try to add innovative features.
5. Social enterprises require new tools to educate potential beneficiaries about their products. Because beneficiaries are giving importance to quality and price. So, this is very important for social enterprise products; they have to give 100% satisfaction to beneficiaries compared to competitors.
6. Social enterprises concentrate on complaints regarding price and the quality of the product. And try to give an immediate solution to those complaints. In India, 52% of the population is middle-class, and they are giving importance to cheap and best-quality products. So, price and quality are the most important factors in selling a product to the majority of beneficiaries.

7. Social enterprises concentrate more on cost factors. That means they may concentrate on minimizing costs. Because reduction of cost leads to reduction in price of the product. It helps an organization improve sales.
8. Social enterprises make changes to their pricing strategies at every stage of the product life cycle and follow all the pricing policies.
9. According to beneficiary feedback, beneficiary price is not sensitive; it already has sensitive feedback, so social enterprises make beneficiary price sensitive.
10. Social enterprises are getting a good return on their investment in the market, and there is more opportunity in the market. So, all social enterprises take advantage of it. The social enterprise should use all the tools available on the market and earn more income in the coming days.

Thus, direct interviews with social enterprises and their beneficiaries' participants are advised; the above-mentioned suggestion is an essential part of improving the marketing tactics used by social entrepreneurs. The said suggestion aims to enhance the concept behind exploring marketing tactics in the modern business era. If the aforementioned suggestions are taken into account, all social enterprises will succeed.

6.3 CONCLUSION

The primary objective of social entrepreneurship, which may be looked at as having major societal benefits that are currently disregarded by the general public or the government, is to create social value. This study aims to gather examples of social entrepreneurship and outline their marketing approaches. The study chose different organizations are Kadike Trust, Sri Dharmasthala Siri Gramodyoga Samsthe, Selco Solar Light Pvt. Ltd., Desi Trust, Rural Shores, Freedom Foundation, Mythri Sarva Seva Samithi, Lotus Vacation, Dream A Dream, Kinara Capital, Narayana Hrudhayalaya, Fabindia, Swastha Centre for Special Education Rehabilitation and their beneficiaries are provided their marketing strategies through first-hand accounts and made an effort to present a more comprehensive view of social enterprises' marketing initiatives. By utilizing their organization's capacity to financially address societal concerns, social entrepreneurs create social innovation and change. They are distinguished by a philosophy that aims to provide societal benefit in a way that appeals to business. They employ the talents of entrepreneurship and

communication as they persistently pursue the development of societal value. Social entrepreneurs work with people to make a difference in society and fill knowledge and skill gaps.

Different marketing tactics for social entrepreneurship require a considerably longer time to show beneficial benefits. Therefore, it is impossible to discount the potential of marketing as a motivator for social entrepreneurs. Strategic marketing will have an impact and produce impactful results. As a result, for social marketing tactics to be successful, good marketing planning as well as plan implementation become too important. Social entrepreneurs swiftly use social marketing techniques to boost their effectiveness. Many professionals are still ignorant of social marketing's ability to organize or address societal issues. In this sense, removing the obstacles to social marketing's systematic acceptance may be facilitated by raising awareness of its broad strategic perspective.

Therefore, one of the most crucial competencies for social entrepreneurship marketing managers is the capacity to leverage networking and forge relationships with society's beneficiaries and others. In addition, research into the connections between marketing and social entrepreneurship has grown exponentially during the past 20 years. Although social entrepreneurship marketing knowledge is still in its very early phases, it is still developing at a very fast rate. The most recent scholarship also disputed the idea that small entrepreneurial enterprises' management and marketing positions are more appropriately applicable to social entrepreneurship.

Small entrepreneurial businesses naturally utilize marketing in an unplanned and ad-hoc manner, or the use tends to be without any conscious marketing decision, which is similar to how SEs employ marketing strategies. Although it has been noted that marketing in social enterprises shares many characteristics with entrepreneurial marketing, certain factors are specific to social enterprises. This study found that today's marketing strategy is very important for all social enterprises' growth.

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